

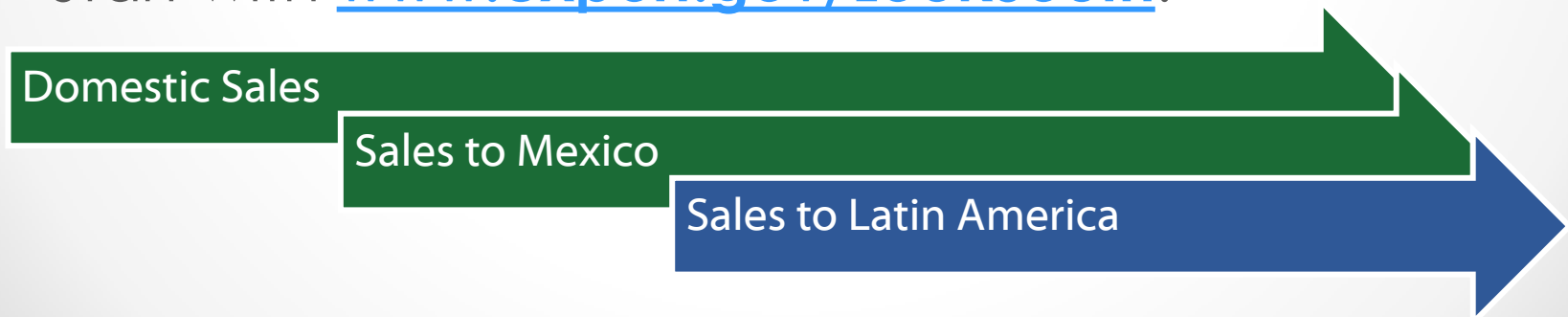
Look South!

Exploring new market opportunities in Latin America



Look South is a coordinated export promotion initiative.

- 58% of U.S. exporters sell to only one foreign market—usually Canada or Mexico.
- The Look South initiative encourages exporters to expand sales to additional FTA partner countries in Latin America.
- Look South focuses government-wide resources to help more businesses.
- Start with www.export.gov/LookSouth.



Look South target markets show great opportunity.



Stable, growing economies

- Target market GDP growth averages 4.7%



Untapped markets

- Growing middle class seeks new products



Favorable trade policies

- Free trade agreements, regional integration, reduced trade barriers

U.S. products ideal for meeting latent demand.

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Helping U.S. Companies Export

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Home > Trade Americas > Look South > Best Prospect Sectors

Print | E-mail Page

Look South

- Look South Home
- Best Prospect Sectors
- Countries
- Information and Fact Sheets
- Contact Us

Resources for Exporters

- Services for U.S. Companies
- Opportunities and Education
- Trade Financing
- Market Research
- Find Your Local Office

Best Prospect Sectors

Our Commercial Service offices have identified the following sectors as especially attractive for U.S. exporters in Look South countries. For each sector, you will find a collection of market reports for the countries in which your product is most likely to succeed. If your company sells products or services in one of these best prospect sectors, we hope you will use this information to "Look South" and explore the opportunities for your company in these markets.

Click on your sector below to see which Look South markets are most attractive for your industry. If you don't see your industry represented below, don't assume there's no market for it. Likewise, if you don't see a country listed under a particular sector, there may still be opportunities to sell your product or service there. The list of best prospects below is not exhaustive, so please always contact your local [Commercial Service office](#) for additional information.

Agricultural Products	Medical & Dental Devices/Equipment
Agricultural Machinery and Supplies	Military Equipment
Automotive Parts and Supplies	Mining Industry Equipment
Building Materials and Services	Oil & Gas Machinery and Services
Computers & Peripherals	Packaging Equipment
Cosmetics & Beauty Products	Plastic Materials/Resins
Education and Training Services	Printing and Graphics
Energy (Including Renewable & Electrical Power Systems)	Pumps, Valves & Compressors
Food & Beverage Processing/Packaging Eq.	Security and Safety Equipment and Services
Forestry and Woodworking Machinery	Smart Grid Technology
Franchising	Telecommunications Equipment
Hotel & Restaurant Equipment	Transportation Infrastructure Equipment and Services
Industrial Chemicals	Travel and Tourism Services
Information Technology & Communications	Water Resources Equipment and Services

We need you!

- Incorporate Look South themes into upcoming events, trade missions, and information sessions.
- Contact existing clients exporting to Mexico to inform them of additional market opportunities.
- Speak with local partners about co-hosting Look South-themed events.
- Raise awareness of Look South resources with clients considering doing business in Latin America.
- Add Look South information & export.gov/looksouth to your website and print materials.